

**Minutes of the Meeting of the
Board of Management (the "Board")
of the Welland Downtown Business Improvement Area (the "Corporation")
of the City of Welland (the "city")
held on Monday, October 2nd, 2017
BIG Insurance, 38 East Main St. Welland at 5:30 p.m.**

Board Members Present: D. Bujold-Wright, J. Chiochio, H. Hudson, A. Adams, K. Jones,
L. Spinosa, B. Herchmer, S. Hamp, M. Stadnik and S. Billyard

Board Members Regrets: B. Fokkens, J. Eisen

Executive Director: S. Hicks

Recording Secretary: J. Bujold

Welcome - Call to Order

The chair called the meeting to order

Open of General Meeting

General Meeting started at 5:40pm

Acceptance of Agenda.

"BE IT RESOLVED that the agenda be accepted as presented."

Proposed by: S. Billyard

Seconded by: L. Spinosa

Motion carried

Declaration of Conflicts

None

Board of Directors General Meeting Minutes from Monday, August 14th, 2017

“BE IT RESOLVED that the Board of Directors accepts the minutes of the General Meeting of September 11th as written”.

Proposed by: B. Herchmer

Seconded by: K. Jones

Motion carried

Report of the Chair

Attended Feast St. meetings. Attended meeting with Mayor to update on BIA. Intern program awarded to the WDBIA on the initiative of bilingual movement within the organization and upcoming work between BIA and City of Welland.

Executive Director’s Report

Deferred to next month

Motions

- a. Beautification Committee motions
 - i. That the Welland Downtown BIA increase their 2017 planter maintenance in the amount of \$306.59 to extend the maintenance for an additional week (Past October 1st) to have the plantings remain in a healthy bloom beyond Thanksgiving.
Motion by Beautification Chair Jacqui Eisen
Seconded by Dolores Wright
Carried
 - ii. That the Welland Downtown BIA increase their 2017 Beautification Budget by \$2,950.29 for accommodation of Seasonal Greenery in all the WDBIA planters from November 2017 through March 2018
Motion by Beautification Chair Jacqui Eisen
Seconded by Dolores Wright
Motion was defeated pending conditional review of final amounts on Feast St.
Motion by Dolores Wright
Seconded by S. Billyard
Carried

Committee Reports

a. Finance and Audit – Financial position of the WDBIA is solid with a reserve that will carry expenses for the 1st quarter of 2018. Budget information and annual financial updated at the November meeting.

i. All committee budgets received except Marketing and Events with the latter committee receiving request from chair to forward. The budget this year will include establishing long term commitment for banner replacement anticipated in 5 years.

b. Beautification – Banners have received positive feedback. With banners, the hanging baskets have been discontinued. As to the planters, the content for flowers is to retain the Calla lilies for seasonal due to their height. Dogwood for color and introducing more colors that is festive. New benches to be installed at bus terminal with the current benches being refinished and redistributed throughout the downtown.

c. Governance – Begun work on the Policy & Procedure manual. More than 50% done. Gaps to be addressed.

d. Marketing, Promotions and Events – Trail 150 – BIA has a tree on the island just past the park on the left. Some trees are still available to purchase. There are few more events before the end of the 150th celebration; Remembrance Day, Santa Clause Parade and Skating across Canada on December 10. Presentation to Council on Canada Day deferred to October 24. 150th Committee has attracted attention from the Province regarding the excellent quality of the celebrations with the limited funds.

i. Feast St. – The event was well delivered; well attended and had no serious issues arise. Vendors were happy. Some ran out of food each day. Personal Note: Without Steph (BIA Executive Director), this event would not have gone as well.

Float Committee stood in to assist and kudos to them with our sincere appreciation. As well on behalf of the committee, a thank you to the Board. Wellanders felt good and were very proud people. The reviews on Facebook are good. Some sponsors have already indicated they will be coming back next year if the BIA is involved. Johnny Rocco (catering license for the alcohol) very pleased about the event. They shared it was the best organized event they have attended. No issues reported by the NRP and 6 officers were patrolling. Security was awesome. Security Company was that utilized by the former Food Festival. Downtown members who participated had a great time.

Business Arising

- a. Filing of Waiver of Fees – Done
- b. Committee Set up and Structure – Done
- c. Welland Common Market – Cancelled
- d. Staples Presentation – Deferred until November
- e. Market Fees – Fees will be changing in 2018 therefore cannot give confirmation of amount.
- f. Meeting with City Staff -
 - i. Introduce new lighting in trees – Seasonal but optional for year-round. It is not in the BIA’s budget to take this on. Expensive in that the cost is around \$7,000. If to proceed, it would be to look to a lighting that can be programmed like the bridge; lighting for every season.
- g. OBIAA Professional Dev’t Day Nov 6th
 - i. # of directors attending to date – L. Spinosa, S. Hicks and D. Wright. Please let the chair know if you can attend. It is from 8:30 to 5:15 pm. If any board member is looking at becoming an officer, they should attend.

“BE IT RESOLVED that the BIA pay up to 4 members not including the Executive Director.”

Proposed by: A. Adams

Seconded by: M. Stadnik

Motion Carried

- h. Internship program –
 - i. Centre de la Francophonie June/Aug – Awarded the internship program for June, July and August.
- i. Cooperative Endeavour Agreement
 - 1. Alexandria Louisiana – Sister City - Dragon boat races. Link the 2 cities together with history and bilingualism. Brings in tourism money.
 - 2. Moncton New Brunswick – Future reference
 - 3. Campbelltown New Brunswick – Future reference

New Business

None

White Space

L. Spinosa – Christmas meeting at Black Sheep Lounge. Keep meeting light and then get together afterwards.

Request to have path behind Black Sheep Lounge and other businesses paved to address the dust debris and impact to client cars and the businesses as well as the pot holes.

“BE IT RESOLVED that a letter of support for a solution to the existing finish of the path behind Black Sheep Lounge and adjacent businesses.”

Proposed by: L. Spinosa

Seconded by: S. Billyard

Motion Carried

Farmer’s Market discussion – member of the Board who have worked the market every Saturday since youth. Suggested that the newer building should be more reflective to the components of the heritage building. Suggestion of free Wi-Fi. We should be more involved.

“BE IT RESOLVED that the WDBIA inquire about participating in the Market Square Advisory Committee.”

Proposed by L. Spinosa

Seconded by: B. Herchmer

Motion Carried

As no events are being held between January and May in the downtown catchment area, the Marketing & Events Committee will be looking to discuss possibilities and bring suggestions to the Board.

J. Chiochio – WDBIA to consider assuming the Street Dance associated with the Rose Festival. J. Chiochio will have a meeting with the Rose Festival Committee and provide the Board with greater information.

S. Billyard – Brought to the Board’s attention about a member having a tax issue and it is now threatening their livelihood. It was agreed that the Board would forward a letter to finance with copy to Council.

D. Wright – Presentation to Council is not before November. Will send out draft to board before the presentation is drafted and confirm date of presentation.

Suggestion that a presentation/commendation to City Staff be done publicly at City Council. A plaque will be presented right after Council.

S. Hicks – Met with new owner of the former Dexter Hotel. Amazing job on the inside. It is beautiful. 30 students are now on the 3rd floor (football academy). There is also more to come.

Found a case of mugs from years pass and will donate to City to hand out at upcoming Oktoberfest held at the Farmers Market.

Correspondence

a. Letter from the office of the Mayor, City of Alexandria Louisiana in response to correspondence forwarded by the Board in developing a sister city relationship.

Next Meeting

Next meeting date is Monday, November 13, 2017: DJB at 171 Division St. at 5:30 p.m.

Adjournment

The meeting adjourned at 7:30 p.m.